

## FOR IMMEDIATE RELEASE

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## LSCU & Affiliates Kicks Off 2023 Annual Convention

**ORLANDO, FL** – The League of Southeastern Credit Unions & Affiliates (LSCU & Affiliates) kicked off its highly anticipated annual convention, the Southeastern Credit Union Conference & Expo (SCUCE), at the Signia by Hilton Orlando Bonnet Creek on Wednesday. SCUCE 2023, one of the premier credit union conferences in the country, attracted more than 1,100 attendees from more than 120 credit unions, making it another record-breaking year in attendance.

Throughout the conference, credit union leaders and industry professionals will gather to exchange ideas and explore opportunities for collaboration. The event provides invaluable insights and valuable networking opportunities for all participants, earning praise from credit unions in attendance.

"Every year, SCUCE provides the opportunity to celebrate the remarkable achievements of our members, engage in enriching discussions, and forge connections that shape the future of the credit union industry, and this year is certainly no exception," expressed Patrick La Pine, CEO of LSCU & Affiliates. "SCUCE 2023 revolves around the theme of 'Insight into the Mind of a Member,' as we recognize the challenges American consumers are facing with record-high inflation and an uncertain economy."

The Opening General Session, led by La Pine and Samantha Beeler, President of LSCU, captivated the packed crowd of credit union leaders and professionals. La Pine and Beeler provided updates on the League, the Southeastern Credit Union Foundation (SECUF), legislative accomplishments, and much more, setting the tone for an enlightening and productive conference.

"By gaining a deeper understanding of our members' perspectives and needs, we are poised to navigate the current economic complexities and steer the credit union movement towards a brighter future," said Beeler. "This year, the LSCU Advocacy Team worked with credit union leaders to block proposed interchange legislation in all three of our states while also working to pass financial literacy education requirements across Alabama, Florida, and Georgia."

The SCUCE Exhibit Hall, featuring more than 150 vendor booths, opened on Wednesday, providing attendees with a wealth of opportunities to explore the latest innovations and solutions in the credit union industry. Additionally, the LSCU Silent Auction, held in a new online-only format this year, looks to be a major success, benefiting LSCU Political Action Committees.

The conference features dynamic and inspiring speakers who deliver actionable ideas to elevate credit unions to the next level. SCUCE Breakout Sessions offer updates and information on hot topics, driving performance and providing ideas to create a greater impact while serving members. CEO and Board of Directors Roundtable discussions were also held, fostering collaborative dialogue among industry leaders.

One of the highlights of SCUCE 2023 so far has been the opening keynote address by Belinda Palmer on "The Science of Empathy... Dive Inside the Mind of a Member," once again reflecting the conference's theme this year. Palmer, an empathy expert for customers and colleagues, shared her insights and practical experience from working with world-renowned brands. Attendees were enlightened on the importance of empathy in a post-pandemic and divisive world, and how it contributes to commercial gains in the finance industry.

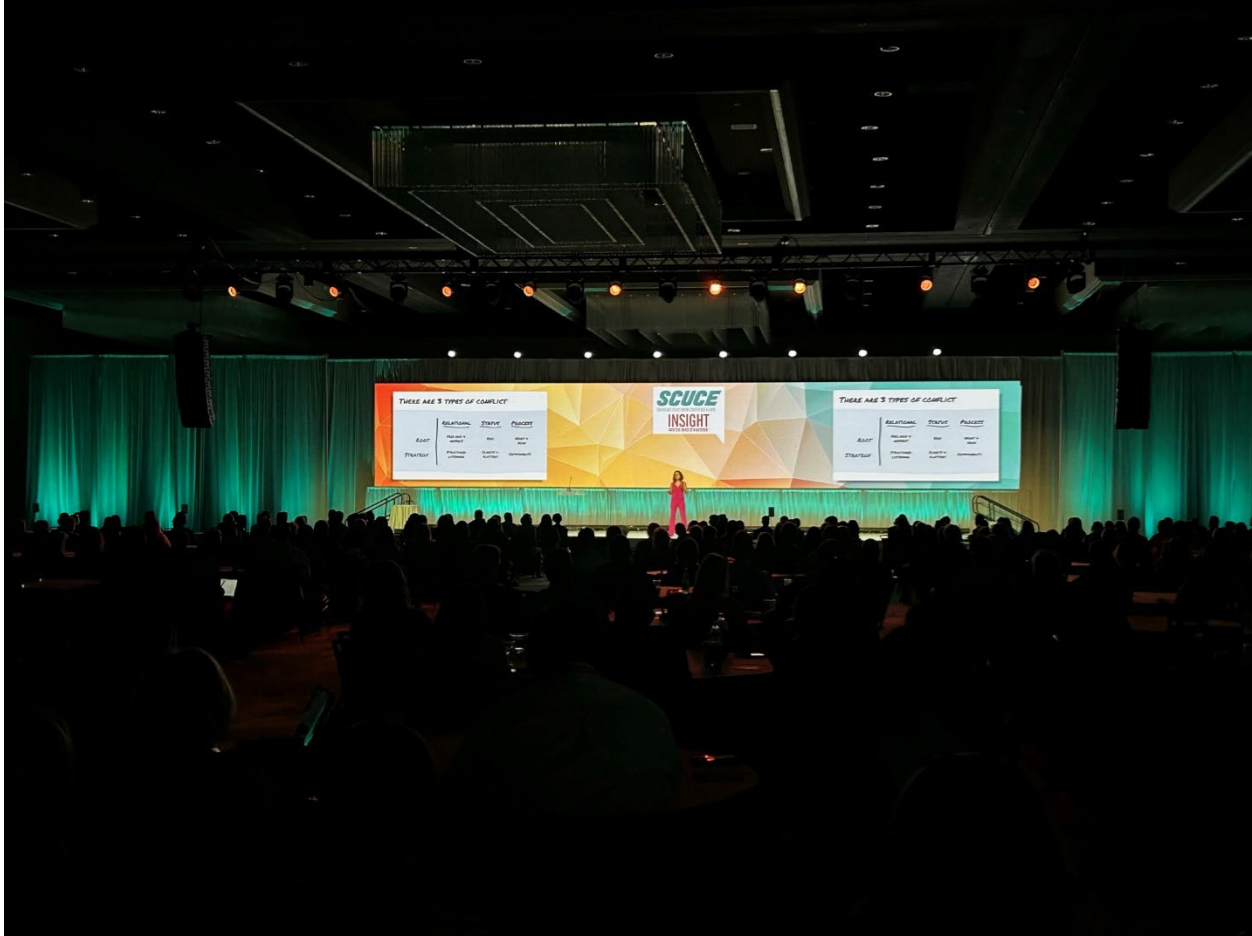
"The Southeastern Credit Union Conference & Expo never disappoints. SCUCE 2023 was no exception, offering a comprehensive program that addressed the key challenges and opportunities in the industry. The breakout sessions and keynote speeches were particularly enlightening and left us with actionable strategies to enhance our credit union's performance," shared Mark Johnson, CEO of Naheola Credit Union in Pennington, Alabama.

The League's Foundation, SECUF, also hosted the Poolside Paradise Donor Appreciation Event, inviting generous donors to enjoy an afternoon of relaxation at the Hilton Bonnet Creek Pool. With live entertainment from the Caribbean Crew Steel Drum and Reggae, guests soaked in the atmosphere while savoring complimentary refreshments. The event served as a heartfelt thank you to credit unions for their continuous support.

Another notable event was the 2023 Advocacy Luncheon, featuring Jessica Taylor, Senate & Governors Editor of The Cook Political Report. The luncheon delved into the 2024 election and the current political landscape, exploring key presidential battleground states and assessing potential scenarios for the future.

SCUCE 2023 will continue to engage participants until the afternoon of Friday, June 16. Attendees will be treated to more captivating speakers, additional exhibit hall opportunities, the 'Through the Decades' Gala Dinner, the LSCU Awards, the LSCU Annual Meeting, and much more.





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## **ABOUT THE LEAGUE OF SOUTHEASTERN CREDIT UNIONS & AFFILIATES**

*The League of Southeastern Credit Unions & Affiliates represents 301 credit unions throughout Alabama, Florida, and Georgia and has a combined total of more than \$177 billion in assets and more than 11.8 million members. LSCU provides advocacy, compliance services, education and training, cooperative initiatives, and communications. For more information, visit [www.lscu.coop](http://www.lscu.coop). Follow LSCU on [Facebook](#), [LinkedIn](#), and [Twitter](#).*